

The objects selected by Fattobene for its Brera pop up store, are some of Italy's everyday masterpieces: each object has been chosen because of its special story, unique design, original graphics.

“Bringing these Italian classics to a place like Brera means creating a bridge with the past. Our desire is to turn back to our roots, finding inspiration for the present moment in order to transmit the richness of our material culture: Italy is extremely rich in well-designed everyday objects. From soap to notebooks and toothbrushes: everything here is possessed by the sign of history”, says Anna Lagorio, co-founder of Fattobene.

At the entrance, a *milo straw broom* installation – handmade by Giuseppe Brunello, one of Italy's last broom makers – focuses on the archetypes of anonymous design.

And anonymous design is the *fil rouge* that connects the whole space, as shown by new products, like *mandillu da gruppu*, a traditional handkerchief that was once used to preserve bread and harvest fruit.

The first room is dedicated to *beauty products* in their original graphics from the early twentieth century: the *Valobra soap collection* heavenly matches with *Naturae talcum powder with puff* and with *Pilogen Carezza* historical line: this year, to celebrate its 120 anniversary, the company relaunches two great classics: *Manibel hand cream* and *Piedibel foot cream*.

The essential design of *Acca Kappa brushes* - a company born in 1869 as a horse brush factory - will be enriched by the presence of its *travel perfumes*, inspired by Italian gardens.

Among the selected fragrances, *Lavanda Coldinava* stands out as a cult item for vintage perfumery lovers, while the *Cella shaving line* - in production since more than a hundred years - keeps the original formula unchanged, offering a top quality product that is extremely sought after by those who look for the perfect shave.

Stationery design includes almond-scented glue *Coccoina*, in production since 1927 in its original aluminum tin, and the *Zenith stapler*: with its whale-shaped profile, it is considered one of the most beautiful staplers in the world and today, to celebrate its 70th birthday, the company has just launched the limited-edition *Zenith 548 E Replay*, which faithfully reproduces the original color of the first model.

For those who love illustration, there is a brand new selection of *Tassotti notebooks*, enriched with patterns that come from wallpapers, tiles and decorations of the 18th century. Wooden rulers and set squares are the most epic products by *Vittorio Martini 1866*, while a selection of signature pens - such as *Divina fountain pen* or *Revolution* – are a tribute to the first fifty years of the Milanese pen company *Parafernalina*.

Home design is a tribute to Italy's tradition of excellence: next to Lanificio Leo textiles, stand the *Toscanini clothes hangers*, born in the '40s for department stores like La Rinascente and now a reference of style for the most prestigious fashion brands and *Tre Spade coffee and pepper grinders*, that are some of MoMA Design Store's bestsellers.

The space will be surrounded by the olfactory note of *Blue Eritrea Scented Paper*, a recipe that was in production until the end of Second World War and has been recently rediscovered and relaunched on the market.

This year, the Fattobene pop up store hosts a new section dedicated to some of Italy's *top quality confectionery companies*: next to *Leone Candy Originals*, a rainbow of tasty bon-bon in their iconic metal tin, comes *Amarelli liquorice*, extra pure liquorice produced in Calabria since 1731, which is considered to be the best in the world, according to Encyclopedia Britannica.

Bonajuto chocolate, is produced according to the ancient recipe of *el chocolate a la piedra*, that arrived in Modica with the Spanish domination at the end of 17th century.

Finally, *Paneangeli baking powder* represents the archetype of Italy's pastry production: calendars, recipe books and the Paneangeli cake are part of the collective memory from more than 80 years.

The last room hosts an installation made by Quercetti toy company with Georello's gears: the wall can be activated with a crank handle, creating colorful and hypnotic shapes. An homage to the founder Alessandro Quercetti, the inventor of some of Italy's most beloved pastimes of the 20th century.

On this occasion, Lanificio Leo will launch a special edition of four pochettes inspired by Fattobene's four different book covers.

FATTOBENE POP UP STORE

BRERA Design District

Corso Garibaldi, 46 Milan

16 April - 22 April

TUE / WED / THU / SAT

10 am - 8 pm

FRI / Brera Design Night

11 am - 10 pm

Other days

TUE / SAT

10.30 am - 6.30 pm

or by appointment at: info@fatto-bene.com

SPECIAL EVENT: un caffè all'italiana (an "Italian style" coffee)

Every day from 10.30 to 11.30 you can enjoy the ritual of a real Italian coffee. Coffee will be prepared with the iconic **Bialetti Moka Express**, an Italian classic since over 80 years, and served with the excellence of Sicilian pastry made by **Antica Dolceria Bonajuto**.

Metro: Lanza / Moscova

Tram: 2 / 4 / 14 Arena

Press office

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The event is kindly supported by:

Acca Kappa, Amarelli, Cella Milano, Coccoina, Coldinava, Grafiche Tassotti, Pastiglie Leone, Paneangeli, Piligen Carezza, Quercetti, Toscanini, Tre Spade, Zenith

Technical partners:

Antica Dolceria Bonajuto, Bialetti, Lanificio Leo